

Who is the target audience?

- Professional basketball teams and organizations

What do we want to achieve?

- Tell potential clients about the problem we solve
- Sell devices

How should we tell them?

- By sending emails, calling, sending samples, advertising on basketball webpages and events

## The 5 questions

Where does communication go?

- Email, telephone, Internet, in person

When and how often?

- Promotion would be mainly in the beginning, to sign long-term contracts and to get started